

AMENDED IN SENATE APRIL 15, 2015

AMENDED IN ASSEMBLY APRIL 9, 2015

AMENDED IN ASSEMBLY MARCH 25, 2015

AMENDED IN ASSEMBLY MARCH 16, 2015

CALIFORNIA LEGISLATURE—2015–16 REGULAR SESSION

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**Assembly Concurrent Resolution**

**No. 32**

**Introduced by Assembly Member Bloom**

**(Coauthors: Assembly Members Achadjian, Alejo, Travis Allen, Atkins, Baker, Bigelow, Bonilla, Bonta, Brough, Brown, Burke, Campos, Chang, Chau, Chávez, Chiu, Chu, Cooley, Cooper, Dababneh, Dahle, Daly, Dodd, Eggman, Frazier, Beth Gaines, Gallagher, Cristina Garcia, Eduardo Garcia, Gatto, Gipson, Gomez, Gonzalez, Gordon, Gray, Grove, Hadley, Harper, Roger Hernández, Holden, Irwin, Jones, Jones-Sawyer, Kim, Lackey, Levine, Linder, Lopez, Low, Maienschein, Mathis, Mayes, McCarty, Medina, Melendez, Mullin, Nazarian, Obernolte, Olsen, Patterson, Perea, Quirk, Rendon, Rodriguez, Salas, Santiago, Steinorth, Mark Stone, Thurmond, Ting, Wagner, Waldron, Weber, Wilk, Williams, and Wood)**

February 25, 2015

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Assembly Concurrent Resolution No. 32—Relative to California Craft Beverage Month.

LEGISLATIVE COUNSEL'S DIGEST

ACR 32, as amended, Bloom. California Craft Beverage Month.

This measure would proclaim the month of April 2015 as California Craft Beverage Month.

Fiscal committee: no.

1 WHEREAS, A craft involves skill to make things by hand; and  
2 WHEREAS, A beverage is a drink, especially one other than  
3 water; and

4 WHEREAS, California is the birthplace of the craft brewing  
5 movement, *which started* when Fritz Maytag acquired the Anchor  
6 Brewing Company in 1965 and began brewing authentic  
7 handcrafted beers; and

8 WHEREAS, California is the home of the first microbrewery,  
9 beginning with Jack McAuliffe who built a small brewery in  
10 Sonoma from scratch, and began selling New Albion ales in 1977;  
11 and

12 WHEREAS, In 1982, Governor Jerry Brown signed Assembly  
13 Bill 3610 to amend the state's tied-house laws to remove the  
14 restriction on on-premises sales of craft beer. Following this change  
15 in law, California became *the* home to three of the first five  
16 brewpubs in the United States; and

17 WHEREAS, In 2014, the California craft brewery industry had  
18 an annual impact of \$5.5 billion on the state's economy; and

19 WHEREAS, In 2014, the California craft brewery industry  
20 supported more than 50,000 jobs, which in turn ~~create~~ *created*  
21 billions of dollars in positive economic impact; and

22 WHEREAS, California has more than 520 small, independently  
23 owned craft breweries; and

24 WHEREAS, An average of one in every five craft beers  
25 produced in the United States is from California; and

26 WHEREAS, Small, family-owned wine producers represent the  
27 largest number of licensed wineries in the state and nation; and

28 WHEREAS, Family Winemakers of California was founded in  
29 1990 to provide a small producer perspective on public policy  
30 matters; and

31 WHEREAS, Family Winemakers of California advocates the  
32 rights and interests of its members to freely produce, market, and  
33 sell their products, and is dedicated to preserving the diversity of  
34 California wine; and

35 WHEREAS, Family Winemakers of California was instrumental  
36 in opening the United States wine market to California wine by  
37 direct-to-consumer sales through a sustained litigation campaign

1 that led to the United States Supreme Court’s *Granholm v. Heald*  
2 (544 *v.s.* *U.S.* 460) decision; and

3 WHEREAS, The Family Winemakers of California are affiliated  
4 with WineAmerica to establish a channel for input on national  
5 issues and generate unity among small producers and growers  
6 across the United States; and

7 WHEREAS, The Family Winemakers of California now have  
8 425 small, independently owned wineries, which add to the prestige  
9 of California wine and are a significant part of the more than \$60  
10 billion state wine industry; and

11 WHEREAS, California is the birthplace of the artisan distilling  
12 movement, beginning with Jörg Rupf, who founded St. George  
13 Spirits in 1982 and trained scores of craft distillers; and

14 WHEREAS, The California Artisanal Distillers Guild empowers  
15 California’s craft distillers through protection, education, and  
16 communication; and

17 WHEREAS, The guild’s member companies have a strong  
18 commitment to promoting the responsible consumption of alcohol  
19 as well as fighting underage drinking and drunk driving. This is  
20 accomplished through responsible advertising, strict codes of  
21 conduct, and other initiatives that educate the public on  
22 common-sense guidelines for drinking and set an example of  
23 moderation to our youth; and

24 WHEREAS, The mission and goals of the guild are to protect  
25 and promote the art and craft of small-batch and artisanal distilled  
26 spirits making, enhance consumer awareness of California  
27 craft-made spirits, and work to grow and ensure the long term  
28 health of our industry; and

29 WHEREAS, The California Artisanal Distillers Guild supports  
30 California alcohol wholesalers and distributors who promote  
31 California craft-made spirits and the importance of California’s  
32 role in the beverage industry, support the California Visitation and  
33 Tourism Industries, support California Small Business, support  
34 “Buy Local” Groups and Programs in California, support the  
35 California Farming Industry, support California suppliers of raw  
36 materials and packaging products, and support California  
37 restaurants, bars, and retail outlets who carry and promote  
38 California craft-made spirits; and

1 WHEREAS, Beer, wine, and distilled spirits tourism is  
2 increasingly popular and contributes to the economic impact of  
3 the state’s tourism industry; and

4 WHEREAS, The California craft beverage industry is a leader  
5 in the stewardship of natural resources and the environment and  
6 has made a major commitment to implement sustainable practices  
7 that are environmentally sound, including some of the largest solar  
8 arrays in the private sector, and the use of fuel cells and other  
9 innovative conservation techniques and processes; and

10 WHEREAS, Despite the challenges of intense global  
11 competition, the state’s craft beverage industry is strong and  
12 growing, and is a major contributor to the economic vitality of  
13 California; now, therefore, be it

14 *Resolved by the Assembly of the State of California, the Senate*  
15 *thereof concurring*, That the Legislature hereby proclaims the  
16 month of April 2015 as California Craft Beverage Month; and be  
17 it further

18 *Resolved*, That the Chief Clerk of the Assembly transmit copies  
19 of this resolution to the author for appropriate distribution.